



MARKZWARE

Dealer Sales Guide 2019



SOFTWARE FOR INDESIGN USERS, GRAPHIC DESIGNERS, PREPRESS AND MORE.



MARKZWARE.COM

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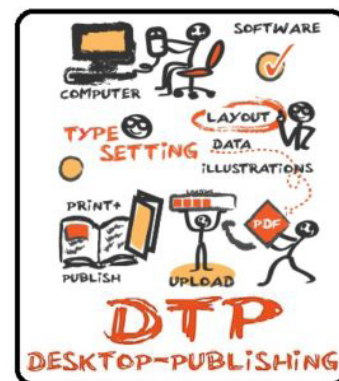
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Introduction to Markzware



Markzware is an important software developer in the graphic arts field. Since the dawn of DTP (Desktop Publishing), the company delivers products for the graphic design, publishing and print industry sectors. Specializing in the ability to read and write complex DTP file formats, Markzware often does the impossible with its file conversion, quality assurance and recovery tools. With deep, technical and internal knowledge of graphic arts file types, Markzware developed a variety of affordable, yet simple and powerful, products, which it also offers to dealers for resale.

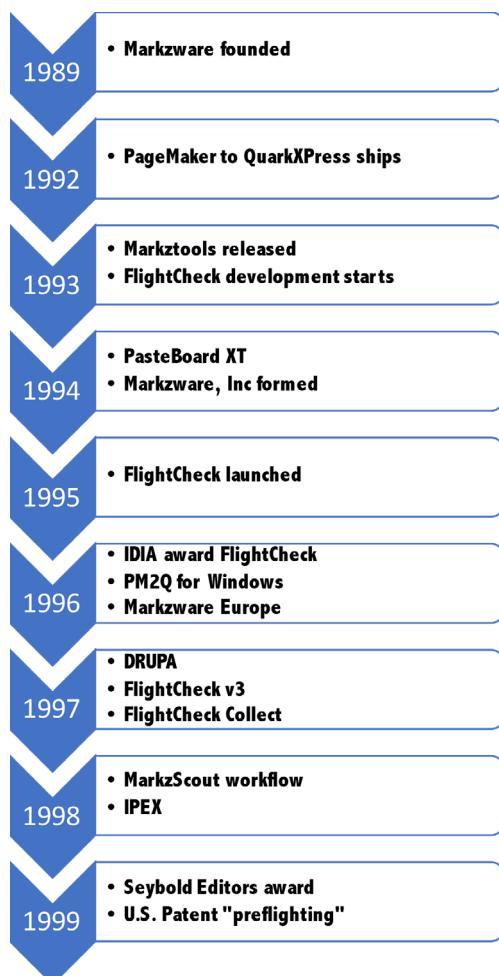
Markzware eventually became a sole-proprietorship in 1992 and incorporated in California in 1994. In 1999, United States Patent #5,963,641 was issued to Markzware for - *“A device and method for examining, verifying, correcting and approving electronic documents prior to printing, transmission or recording (preflight for print).”* Essentially, Markzware helped to create the digital prepress industry and is still a leader in that field, today.



Markzware’s Founders, Patrick Marchese and Ronald Crandall, have graphic design and publishing/print backgrounds and provide inspiration, reflected by the company’s vision. Leadership from professionals with extensive graphic arts experience has proven key to Markzware’s longevity, in this fast-moving business.

The objective of the company is the same today, as it was when it began: to develop tools that work and that provide superb value for our customers. Ease of use and day-to-day labor reduction are major software design factors. Markzware products help our industry minimize environmental impact by repurposing content, reducing reprinting, and lessening ink, chemical, paper, and electrical consumption.

The creed at Markzware has long been to simplify. When you market and sell Markzware products, you can rest assured that you’re representing easy-to-use, yet extremely useful, software for your clients who work in graphic arts or marketing departments.



Why Markzware for your Users

Why Markzware for Your Customers?

Graphic designers, desktop publishers, layout artists at a publishing house, or prepress workers at a print shop all want to save time and money, as well as to offer quality work. This is what Markzware provides and is, in short, why you want to offer Markzware to your users.



In this guide, we will later go into more specifics, per product, on reasons to offer Markzware software applications or plugins. In general, though, most of our products are used by Adobe InDesign users (part of the Adobe Creative Cloud suite of tools). If you know one of your customers is using Adobe InDesign or was just buying Creative Cloud (CC 2019) for InDesign, then this is a perfect chance to introduce them to Markzware.

Markzware products help customers convert content from other file types that will NOT open in InDesign or other applications we support, like QuarkXPress. We help them to convert, with a click, their QXP, QXD, PPT, DOC, Pages, PUB, PDF or other documents, right into their preferred environment. We convert to InDesign, but also export to other file formats. ID2Q can even convert files from InDesign to QuarkXPress. We are like the “Switzerland” of proprietary file formats in graphic arts.

We also have products, such as FlightCheck and ID Util, directly in the quality assurance area, or “preflight” as we call it. This is a no-brainer for customers who complain about print or export problems from InDesign, QuarkXPress, Illustrator, Photoshop, or even PDF files. We help users to locate problems in their documents and to learn what the problems are.

Markzware enables your customers to convert, check, print (or export) their graphic designs, without delays or problems.



Markzware Products
Help many Adobe Creative Cloud users
Markzware.com



**Preflight, Package
Preview and Conversion
by Markzware**

2019



Product Overview

The company's products include FlightCheck, Q2ID, PDF2DTP, and MarkzTools2, to name a few. Later in this document, you will learn about each of these "multi-award-winning" software tools and more. Please note we also offer a one-off [File Conversion](#) possibility and a [DTP File Recovery](#) service.

In short, Markzware's product line can be broken down into three categories;

1. Conversion software
2. Preflight and quality assurance software
3. File Recovery software and services

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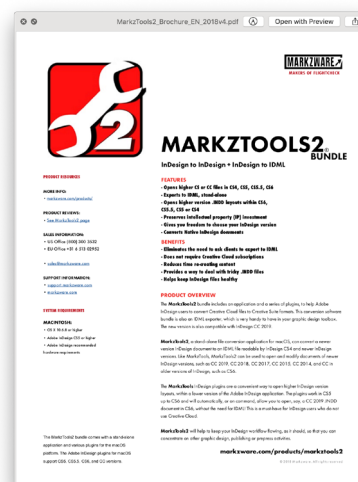
+ [LinkedIn Group](#) + [FaceBook Group](#)
+ [Pinterest](#) + [Twitter](#) in [NL](#) - [DE](#) - [FR](#)



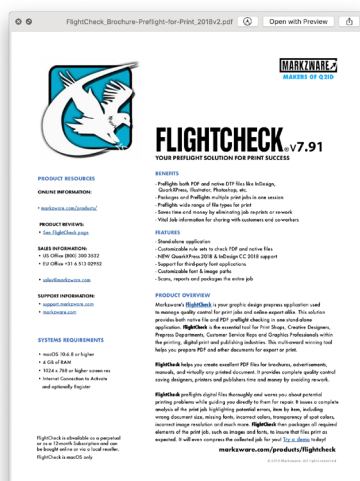
[Download End User Brochure](#)



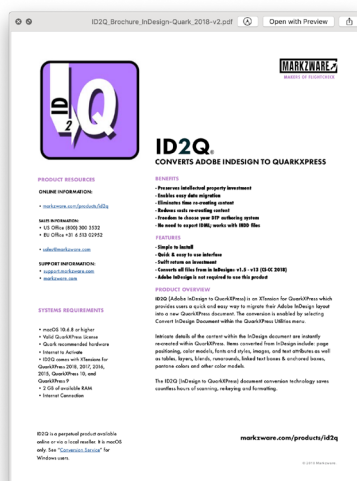
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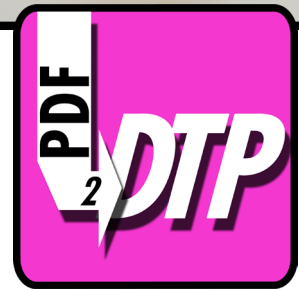


[Download End User Brochure](#)



PDF2DTP

PDF to InDesign converter with a click!

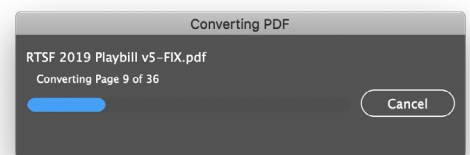


Overview Marketing Text (short)

A PDF Converter for Editing in InDesign!

PDF2DTP is a PDF to InDesign conversion plug-in. It allows users to open multi-page PDFs in InDesign, with a click. The conversion is amazingly complete and converts all main elements, live fonts, images, styles, objects, you name it. Gone are the days of using expensive, complex, and often limited PDF editors. Now, you can convert and edit your PDFs right within InDesign!

Description Text for Marketing (longer)



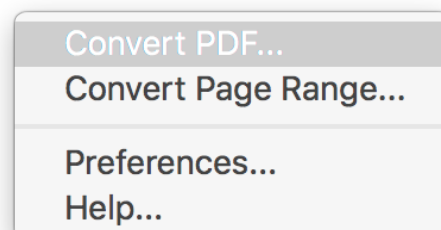
PDF2DTP helps users to convert PDF files to Adobe InDesign. PDF2DTP is an affordable InDesign plugin to move PDF content to an editable format within Adobe InDesign. Once in InDesign, users can edit within a flexible and familiar environment. A single menu selection from within InDesign enables the PDF data conversion. No longer re-create documents from scratch or convert PDFs just one page at a time.

The PDF to Adobe InDesign conversion process re-creates or transfers, as best as possible, all of the elements over from the PDF document into a new InDesign file. What you end up with is an editable InDesign document that mimics the original layout's content and styling.

PDF2DTP even extracts the embedded images used in the PDF. After conversion, you get, not only a new layout in InDesign re-created from the PDF, but also a folder. This folder is created in the same location as the original PDF, with all images and graphics used. This is very handy, especially if the originals are lost.

No need to work with cumbersome PDF files or to recreate the layout from scratch! Let PDF2DTP do the bulk of the work for you. PDF2DTP will maintain virtually all items, including:

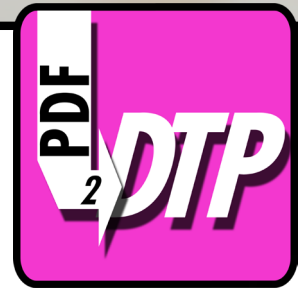
- fonts
- images
- page positioning
- styles (re-created)
- text attributes
- and much more...



The PDF2DTP Subscription comes with plug-ins for InDesign CC 2019, InDesign CC 2018, InDesign CC 2017, InDesign CC 2015, InDesign CC 2014, CC, and InDesign CS6, on macOS. It has an end user price of 199 Euro/199 USD (depending on your region), per license.

PDF2DTP

PDF to InDesign converter with a click!



Target Audience

The target audience for PDF2DTP are InDesign users of all sorts. There are hundreds of thousands of InDesign users and billions of PDFs out there. So the target audience is broad, but limited to users of InDesign (part of Adobe Creative Cloud).

Features and Benefits

- Converts PDF to InDesign CS6 and to InDesign CC through CC 2019
- Converts all types of PDF files to a DTP environment
- Extracts images that have been embedded or placed in PDFs
- Is quick and easy to use
- Provides swift return on investment
- Is a must have for any graphic designer, layout artist or marketing department
- Fully converts multi-page PDF documents
- Enables easy data migration
- Reduces time and costs that would have been required to re-create content
- Enables you to bring or return PDF content to your familiar InDesign workflow

Pricing and Subscription Model

The subscription price is 199 Euro or 199 USD in North America (End User), per license/user. Dealers get a 20% discount off of this price through our Partner Portal.

PDF2DTP is sold per license/user, as a 12-month subscription, only. You can order multi-seat licenses.

You can renew a subscription or sell a customer a new license or licenses, after the 12 months have expired. The renewal price is the same as the original price, 199 per license/seat.

System Requirements

PDF2DTP is Mac only, at this time. We do have some older Windows versions, should you require. PDF2DTP operation requires:

- macOS 10.6.8 or higher
- A valid license for Adobe InDesign
- An internet connection, for activation and registration
- Adobe-recommended hardware requirements for running your version of InDesign

PDF2DTP

PDF to InDesign converter with a click!



Logos, Artwork and other Marketing Materials

You can get the Markzware product logos, banners and social media graphics at <https://markzware.com/mediakit/>

For other marketing materials, such as banners, advertisements or social media posts, email us at marketing@markzware.com

You can also follow us on Twitter, YouTube, Instagram and Facebook, for some great marketing ideas, which are delivered on a weekly, if not daily, basis!

4.5 out of 5 overall
rating for PDF2DTP!
[read all reviews here.](#)

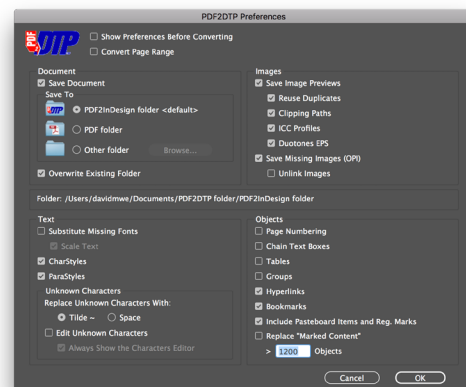
Customer Testimonials

We have numerous customer testimonials and quotes online for PDF2DTP.

PDF2DTP Reviews on [YouTube](#)
MarkzwareTV

PDF2DTP Reviews on the Markzware Website:
<https://markzware.com/products/pdf2dtp/#reviews>

Here are a few testimonials:



"...The conversions are blisteringly fast and incredibly good, it's clear that Markzware talks to designers, this plugin is awesomely good, I'm not easily impressed but this new version has knocked my socks off! On my list of essential software for designers!"

- Glen Saville (Book cover graphic design)

"We bought this product many years ago and it is brilliant... have more than got our monies worth from it. Can well recommend it."

- Stephen Duxbury

"A customer sent in... a complex PDF with a large table they wanted incorporated into a larger InDesign layout I was working on for them... I was thinking I could take it into Acrobat, but wait a minute, I just got the Markzware plugin (PDF2DTP)... It (the PDF2DTP conversion) was almost perfect, I wept with joy..."

"PDF2DTP is fantastic!"

Watch the full review:

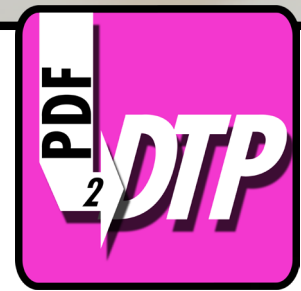
<http://www.youtube.com/watch?v=i5dsTaoYSdE>

"It's a fantastic product. The results of the conversion are almost perfect. Fast and easy to access and use."
- Thomas Jedrzejak

Continues...

PDF2DTP

PDF to InDesign converter with a click!



Customer Testimonials (continued...)

"Hi after seeing this video (on YouTube) I purchased this product, I have immediately noticed the great accuracy of font size, placement and justification as compared to the original... I am very impressed with how well this product works! Thanks, this will save me days and days of work!!!"

- Grant de Jongh

From Twitter.com -

Toby Stoaate @tobystoaate

#PDF2DTP is another superb product from @Markzware. Absolute life-saver when needing to convert pdfs to editable @InDesign files.

Claudia McCue @claudiamccue via Twitter:

Converted client PDF to InDesign with @Markzware #PDF2DTP:

"This was the biggest help in the world! Thank you a million times over!"

Source: <https://twitter.com/claudiamccue/status/707335602941861888>



How to Sell

Selling PDF2DTP is easy. The 12-month subscription is affordably priced and usage is very simple and clear. Convert PDF files, even multi-page PDFs, to InDesign, with a click!

Why InDesign users need PDF2DTP

Often in graphic arts or in a marketing department, "that PDF" is all they have left or all they can find for backup. They no longer have the original InDesign layout, nor the original images used.

With PDF2DTP, InDesign users can now convert those PDFs back into InDesign and open them in InDesign, with all pages and elements. Using PDF2DTP to convert the PDF content back into a fully editable InDesign document, with live text, saves tons of time and, thus, money.

-Scenario 1 (Customer asks about or wants a PDF to InDesign converter)

Customer: *Is there a way to import a full PDF, with multi-pages into InDesign?*

Salesperson: *Yes, we have an InDesign plug-in from Markzware that's called PDF2DTP. This allows you to convert your entire, multi-page PDF into a new InDesign file. It even extracts the images for you.*

Customer: *That sounds great, how much does it cost?*

Salesperson: *199 Euro and it is a 12-month subscription.*

Customer: *OK, sounds good. Is there a perpetual lifetime version?*

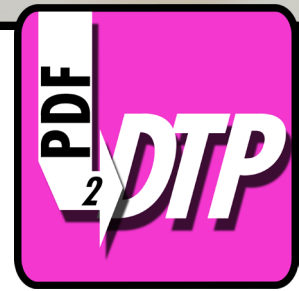
Salesperson: *PDF2DTP is available on a 12-month subscription basis. (No perpetual lifetime option is available.) But the subscription includes all upgrades in that time period, plus full support and maintenance. That is how Adobe does it, now-a-days, as well. After a year, you can simply cancel the subscription, if you don't need it anymore. PDF2DTP works well and is a top-seller.*

Customer: *OK, thank you. I want to buy three licenses, please...*

Continues...

PDF2DTP

PDF to InDesign converter with a click!



How to Sell (continued...)

-Scenario 2 (Up-sell someone using or buying Adobe InDesign)

Salesperson: You are buying Adobe Creative Cloud, CC 2019. Are you using InDesign, which is part of that suite of products?

Customer: Yes, daily even.

Salesperson: Excellent! Do you ever have the need to convert PDFs back into InDesign?

Customer: Yes, InDesign lets me bring in one page of a big PDF, but not all of the pages. Do you have something that can import the entire PDF, as a new InDesign layout?

Salesperson: Yes, Markzware PDF2DTP. It does exactly that, has been on the market for a while and gets great customer reviews. It is also affordable, at only 199 Euro/199 USD. Would you like to buy a License for that, as well?

Customer: Yes, add that to our order, as well...



Overcoming Common Objections

Below are a few of the most common customer objections and how to overcome them. If you ever come across a question or objection that you cannot handle, just reach out to us and we will quickly help you... Email: sales@markzware.com

Facebook: @MarkzwareSoftware

Twitter: @Markzware

Objection: InDesign can Import a PDF

Yes, the Adobe InDesign program, itself, can import a single page of a PDF, but cannot import the entire file. It imports that one page flattened, like an image, so you cannot edit objects, graphics or text!

Markzware's PDF2DTP, however, converts the PDF (not just as a simple import), and you get all pages, or a range of pages, re-created in an InDesign document. The new INDD file includes live text, all images and graphics in their native state, ready for swapping out, changing, shifting, leaving the same, or whatever you, as the designer, want or need.

In short, InDesign PDF import vs Markzware PDF2DTP:

- * InDesign can only import one page.
 - Markzware PDF2DTP converts multiple-pages.
- * The InDesign option is also flattened, without live text or image links, etc.
 - PDF2DTP gets you a new INDD layout, with live text, image boxes, native graphics, and all elements converted.
- * InDesign has no built-in, multi-page, PDF conversion option.
 - PDF2DTP from Markzware not only imports, but converts, multi-page PDFs!

PDF2DTP

PDF to InDesign converter with a click!



Overcoming Common Objections (Continued...)

Objection: Your software is too expensive or I can re-build the PDF in InDesign myself

199 Euro is actually a small price to pay, compared to re-building a complex and/or large PDF from scratch. That could take hours, if not days, in some cases. PDF2DTP requires a lot of Markzware's engineering resources. Why can't Adobe do this? Because it is very hard to actually accurately convert PDFs back into InDesign.

Most PDF2DTP users see a ROI (Return on Investment) after a single job, or after only a few conversions. For proof of that, just check our Reviews at <https://markzware.com/products/pdf2dtp/#reviews>

In short:

- * Small fee, compared to the hourly cost of design
- * Less chance for re-typing errors
- * Quick, easy and professional, based on Markzware's years of DTP conversion experience



Objection: I use Recosoft PDF2ID, so why add PDF2DTP?

Markzware is a company with two founders and engineers, who have years of experience in graphic arts and DTP. File conversion via PDF2DTP is superior, on many levels, to file conversion via PDF2ID, and many power InDesign users agree. For example, here is a video of Kommunikera Communications, producer of catalogs and translations, commenting on both converters:

PDF2ID vs PDF2DTP - PDF to InDesign converters
<https://www.youtube.com/watch?v=FX5EtCGjUZA&>

In addition, here is part of a written review from a customer who used both converters, plus a link to the full review, which includes technical details:

"The service I received from Markzware was far beyond and better compared to what any provider could be able to offer. I have tried a competitor's product, Recosoft, first as I had found that it was better advertised on the internet, however that was a waste of money and time. For a rather complex project, to convert a corporate interactive PDF of over 700 pages with links and buttons of various types on all pages, Recosoft failed blatantly. Markzware's product converted the PDF in a much better way..." Read full:

<https://markzware.com/products/pdf2dtp/#reviews>

- Indervir Singh

- * PDF2DTP is technically better.
- * PDF2DTP development is based on more years of DTP experience.
- * Share stories of customers who switched from Recosoft to PDF2DTP.

PDF2DTP

PDF to InDesign converter with a click!



Overcoming Common Objections (Continued...)

Objection: Why no free trial demo version of PDF2DTP?

Markzware has provided file conversion tools for over twenty years and have never needed to offer a demo. It is difficult to expand a demo version enough, to allow a complete file conversion experience. Our customer testimonials and years on the market are testament to our great reputation.

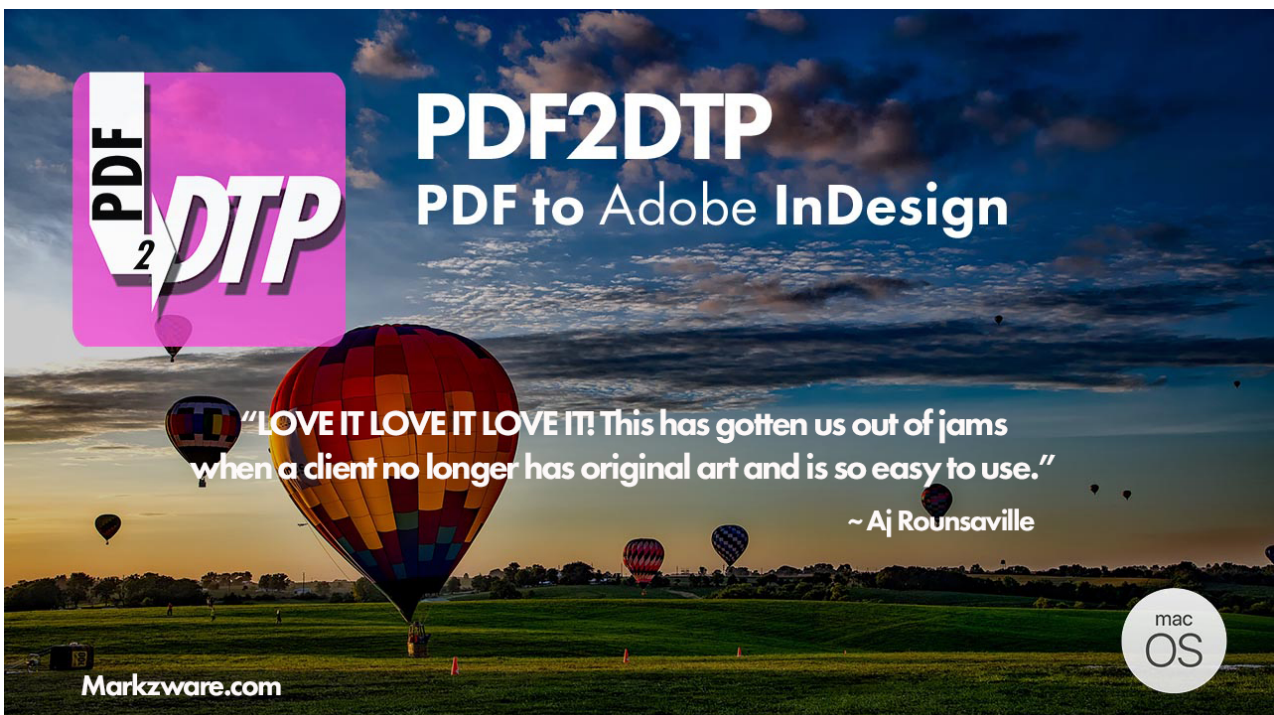
If you want to see a sample conversion, Markzware can convert a few pages for you. Just send a customer's PDF to sales@markzware.com, and we'll share the awesome conversion results with you. Then, you can share them with your customer.

- * Markzware has 20+ years of conversion experience.
- * Refer to testimonials and videos.
- * Offer to do a test PDF to InDesign conversion.

Objection: Why is it a Subscription only product?

When Adobe switched to a subscription model, so did Markzware. This made sense, to avoid confusion. Markzware offers PDF2DTP as an affordably-priced, 12-month Subscription. This includes all updates and upgrades, with full support and maintenance.

- * The Adobe InDesign application is Subscription only.
- * Costs of updating for apps and OS systems.
- * Markzware offers top quality service.



PDF2DTP
PDF to Adobe InDesign

"LOVE IT LOVE IT LOVE IT! This has gotten us out of jams when a client no longer has original art and is so easy to use."
~ Aj Rounsaville

Markzware.com

mac OS

Q2ID

QuarkXPress to InDesign converter!



Overview Marketing Text (short)

Open QuarkXPress layouts in InDesign with a click!

Q2ID is a software tool by Markzware, to convert QuarkXPress files into Adobe InDesign. It is a Plug-in that works within InDesign, without QuarkXPress. This utility offers a one-click file conversion, which re-creates all elements used in the original QXP document.

Q2ID is a multi-award-winning best seller. It has received a multitude of positive reviews, in its 15 years on the market.



Q2ID (QuarkXPress to InDesign)
Now out with Adobe InDesign CC 2019 support



Markzware.com/products/q2id

Description Text for Marketing (longer)

Q2ID is an affordable InDesign Plug-In which allows you to convert and open your QuarkXPress documents in Adobe InDesign. It does not require the QuarkXPress application or re-creation of QXP documents from scratch. The Q2ID InDesign Plug-In gives you a big head-start on QuarkXPress to InDesign file conversion, generally providing a complete conversion.

Markzware's QuarkXPress to InDesign plugin, Q2ID, converts virtually all items, including:

- anchored boxes
- color models
- images
- linked text boxes
- Pantone colors
- styles
- text attributes
- blends
- fonts
- layers
- page positioning
- runarounds
- tables
- much more...

The Q2ID Subscription comes with Plug-Ins for InDesign CC 2019, InDesign CC 2018, InDesign CC 2017, InDesign CC 2015, InDesign CC 2014, InDesign CC, and InDesign CS6 on macOS and Windows. Q2ID converts QuarkXPress 4 through QuarkXPress 2018 documents into editable InDesign documents, without requiring the QuarkXPress application. That gives you the ability to convert over 20 years worth of QuarkXPress files to Adobe InDesign!

Q2ID has won many awards, over the years, such as the "Best Commercial InDesign Plug-in" Award from InDesign Secrets. There are also numerous reviews on how easy and effective Q2ID is, including on our webpage, Facebook and YouTube. Why re-build QuarkXPress layouts from scratch when you can use Q2ID to convert, with a click?



Q2ID

QuarkXPress to InDesign converter!



Target Audience

The obvious target audience for Q2ID includes corporations, publishers and graphic designers who use or have used QuarkXPress, which was the standard in DTP (Desktop Publishing), for years. There are millions of QuarkXPress (.QXP and .QXD) files out there. In other words, almost any publisher, printer or seasoned graphic designer is a potential customer!

It should be noted that QuarkXPress still has tens of thousands of users. This includes the many QuarkXPress users at corporations and large publishing houses, as it can take quite some time for change to occur within these business types.

Features and Benefits

Q2ID has numerous features and benefits. Its typical one-click conversion re-creates all elements, without needing much touching up, if any. Most potential customers simply ask for and want to buy Q2ID, on the spot, but, for your marketing efforts, the features and benefits are:

- Enables easy data migration
- Reduces costs and time spent on re-creating content
- Preserves intellectual property investment
- Allows freedom to choose your DTP authoring system
- Supports Adobe InDesign CS6 and higher including the latest InDesign CC 2019
- Converts files created in QuarkXPress v4.x or higher
- Does not require the QuarkXPress application
- Is quick & easy to use
- Provides swift return on investment



Pricing and Subscription Model

The subscription price for Q2ID is 199 Euro or 199 USD in North America (End User), per license/user. Dealers get a 20% discount off this price, through our Partner Portal, 2Check-Out, where you will need a separate account.

Q2ID is sold per license/user, as a 12-month subscription, only. You can order multi-seat licenses. There are no additional discounts for multi-seat Licenses, unless in the 50+ user category.

You can renew a subscription or sell a customer a new license or licenses, after the 12 months have expired. The renewal price is the same as the original price, 199 per license/seat.

Q2ID

QuarkXPress to InDesign converter!



System Requirements

Q2ID is available for both **Mac** and **Windows** users.

Q2ID operation requires:

- An internet connection, for activation and registration
- Adobe-recommended hardware requirements for running InDesign

MAC:

- macOS 10.6.8 or higher

Windows:

- Windows 7 with SP1 or higher

Logos, Artwork/Marketing Materials

You can get the Markzware product logos at

<https://markzware.com/mediakit/>

For other marketing materials, such as banners, advertisements, or social media posts, email us at:

marketing@markzware.com



Customer Testimonials

We have numerous Q2ID customer testimonials and quotes online.

Q2ID Reviews on [YouTube](#):

Playlist name, "[Q2ID Quark to InDesign Testimonials](#)"

Q2ID Reviews on the Markzware Website:

<https://markzware.com/products/q2id/#reviews>



[Q2ID Quark to InDesign Testimonials](#)
QuarkXPress to InDesign customer reviews.

G2Crowd.com Q2ID Rating - 4.7 out of 5!

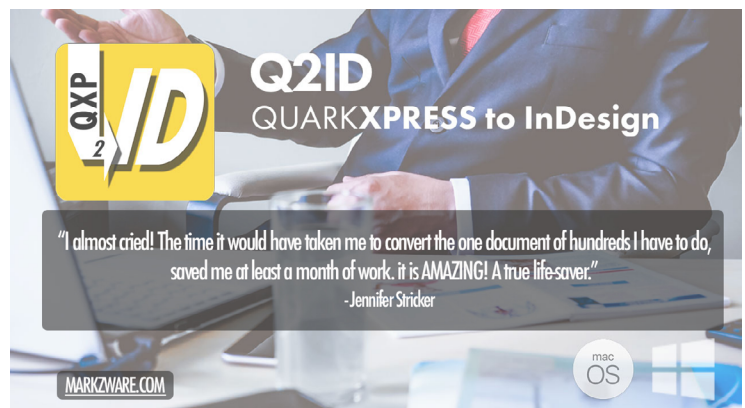
<https://www.g2crowd.com/products/q2id/reviews>

Here are a few testimonials:

*"As a busy graphic designer, **this product has been a life-saver and time-saver** for me as I'm able to pull all my older Quark files into InDesign, where I prefer to work these days. Almost seamless integration on all aspects of import (layout and content), with improved control over typeface and style sheet updates."*

~ Gary Rosenberg

Continues...



Q2ID

QuarkXPress to InDesign converter!

Customer Testimonials (continued...)



“This product amazed me! I’ve been having a lot of problems with Quark lately and am slowly switching to InDesign. Problem is I have at least 20 years of Quark files. In the past the conversion programs left a lot to be desired. This program worked like a charm. Exactly as described. It saved me hours and now I’ve avoided all the problems I was having with Quark. If you need to convert Quark files don’t wait as long as I did. Go for it now!”

~ Gerry Salomon

5 out of 5 (!) overall
rating for Q2ID! [read
all reviews here.](#)

“It only takes seconds to convert a Quark doc. It almost makes you wonder if it is really working. But, it truly is! The price is outstanding, as well as Markzware’s customer support and technical team. Since the publishing world has mostly turned to InDesign, I was forced to switch from Quark 7 yrs ago. Hundreds of files I created were in Quark. Now that I know InDesign really well, sometimes its easier to work with those files in InDesign and not in Quark. It’s nice to have options. Sometimes old Quark files just won’t open, but Q2ID has no problem opening them. The plugin has made my job quite a lot easier.”

~ Becky H

“The Q2ID plugin has saved me about 200 hours of work.”

~ Terence Horsnell

“ Bought Q2ID to convert old Quark files for one customer 6 years ago and it paid for itself then. Have been a designer for over 30 years, through all the versions of Pagemaker, Quark & InDesign and it is heartening to see a simple product that works so well and without fuss.
~ Phil McGuire **”**

How to Sell

In most cases, Q2ID sells itself! Usually, people hear that it works and immediately call, to buy it. Simply said, ‘it works’ and works very well.

Just check out the reviews, to help potential customers see how easy QuarkXPress to InDesign conversion is with Q2ID. Following are more details that may help you with marketing and sales.

Why do QuarkXPress users who switch to InDesign need Q2ID?

It may take hours, if not days, to re-create a layout that was designed in QuarkXPress. Why waste that time, when you can convert a QuarkXPress file right into a new Adobe InDesign layout, with Q2ID and a click? Q2ID has a proven ROI (Return On Investment), often paying for itself after only one use!

- Scenario 1 (Customer asks for more info on Q2ID)

Inform the potential customer:

Q2ID has been on the market for more than 15 years, plus is a top-seller and multi-award-winning plugin from Markzware. Simply said, it works. It will convert all QuarkXPress files (v4 and higher) right into Adobe InDesign CS6 or higher, right up to the latest CC 2019 version. It is as easy as a click. If you need more details, I can email you a brochure (see ###LINK). Or would you prefer to order straight away?

Continues...

Q2ID

QuarkXPress to InDesign converter!



How to Sell (continued...)

- Scenario 2 (Up-sell folks who uses both QuarkXPress and InDesign)

Salesperson: Do you use both InDesign and QuarkXPress?

Customer: Yes

Salesperson: Markzware has a plugin, called Q2ID, to help you to convert and open your QuarkXPress files in InDesign. Is that interesting?

Customer: Yes

Salesperson: (See the “Why QuarkXPress users switch to InDesign need Q2ID?” section, above.)

- Scenario 3 (Up-sell to a QuarkXPress user)

Salesperson: I understand you use QuarkXPress. Do you need to convert QuarkXPress files to the Desktop Publishing standard, InDesign?

Customer: Yes, that may be handy.

Salesperson: Markzware has a plugin, called Q2ID, to help you to convert and open your QuarkXPress files in InDesign. It is simple to use and provides excellent results. Is that interesting?

Customer: Yes

Salesperson: Would you like to buy Q2ID today for 199? If you want to learn more reasons to buy Q2ID, you could check the Q2ID reviews.



Overcoming Common Objections

Q2ID often sells itself! Although Q2ID is generally easy to sell, following are ways to overcome some possible objections.

Objection: How good is the Q2ID conversion?

The Q2ID conversion is excellent to perfect, in most cases. The conversion technology is based on years of DTP (desktop publishing) experience gained by Markzware’s engineers. In addition, Q2ID has been a product for over 15 years, so most bugs or issues have been resolved. It is the only InDesign plugin with one-click QuarkXPress conversion and does an excellent job, as reflected by the customer reviews.

- **Excellent to perfect conversion**
- **Years of experience**
- **No one-click alternative**

Objection: “Too expensive” or “I can re-build the Quark files myself”

Q2ID is very affordable. It is a small fee to pay, compared to the hourly costs of re-designing the content. There are no re-typing errors, since you don’t have to re-create the content from scratch. Q2ID is the quick, easy and professional way to convert your QuarkXPress files to Adobe InDesign.

- **Small fee, compared to hourly cost of design**
- **Less chance for re-typing errors**
- **Quick, easy and professional, based on years of DTP conversion experience**

Q2ID

QuarkXPress to InDesign converter!



Overcoming Common Objections (Continued...)

Objection: Why no Q2ID trial demo?

Markzware does not offer a Q2ID demo download, for several reasons. A demo has too many limitations and does not adequately represent this fine, valuable product. You can watch and see how Q2ID works in this YouTube Q2ID (Quark to InDesign) playlist: <https://www.youtube.com/playlist?list=PLSVwOfKpEaVw1yH2FzPSbBMoDrUc-KJYq> which gives various demonstrations of its excellent and world-renowned conversions (4.7 out of 5 G2Crowd rating!). Markzware could do a sample conversion for you, if necessary. You can email the test file to: sales@markzware.com

Check out the [video testimonials on Q2ID](#) and the loads of customer reviews on Markzware's web page at <https://markzware.com/products/q2id/#reviews> Markzware Q2ID is a multi-award-winning plugin, has more than 15 years on the market as a best seller, and was voted Best Commercial InDesign Plug-in by InDesignSecrets.com.

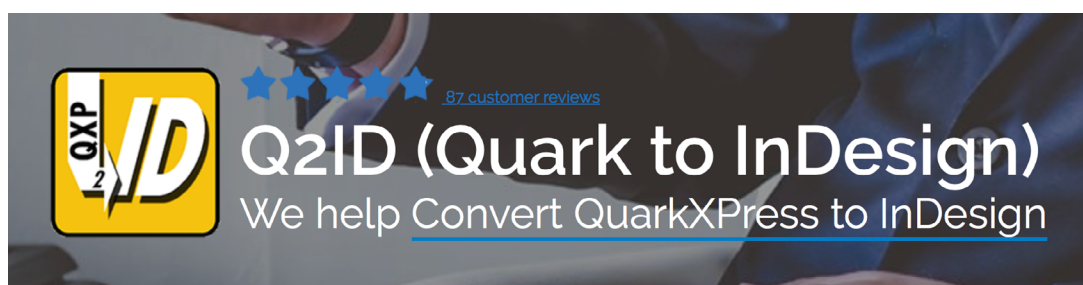
A long-standing product does not win such awards and customer praise, without working very well. You can rest assured that Q2ID will do what it promises.

- Years on the market, award-winning, customer-tested
- Offer to do a test conversion (email the file to sales@markzware.com)
- Refer to the numerous customer testimonials

Objection: Why is it a Subscription only product with no Perpetual options?

When Adobe switched to a subscription model, so did Markzware. This made sense, to avoid confusion. Markzware offers Q2ID as an affordably-priced, 12-month Subscription. This includes all updates and upgrades, with full support and maintenance.

- InDesign is also Subscription only
- Costs of updating for apps and OS systems included
- Top-quality service, professional product



MarkzTools2

InDesign to InDesign - InDesign to IDML

Overview

InDesign to InDesign - InDesign to IDML!



The MarkzTools2 bundle includes an application and a series of macOS Plug-Ins, to help Adobe InDesign users convert Creative Cloud files to the older Creative Suite formats. This file conversion software bundle is also a stand-alone IDML exporter, which is useful to have in your graphic design toolbox. Being able to export to IDML without opening InDesign can be very handy for tricky files or for those within lower versions of the application, as well. The new version is also compatible with the newest InDesign CC 2019.

Description Text for Marketing

MarkzTools2, a stand-alone macOS file conversion application for macOS, can convert a newer version InDesign document to an IDML file that is readable by InDesign CS5 and newer InDesign versions. Like MarkzTools, MarkzTools2 can be used to open and modify documents of later InDesign versions, such as CC 2019, CC 2018, CC 2017, CC 2015, CC2014, and CC in older versions of InDesign, such as CS6.

Markzware's InDesign to IDML converter, MarkzTools2, converts virtually all items, including:

- anchored boxes
- blends
- color models
- fonts
- images
- layers
- linked text boxes
- page positioning
- Pantone colors
- runarounds
- styles
- tables
- text attributes
- much more...



The MarkzTools InDesign Plug-Ins are a convenient way to open higher InDesign version layouts, within a lower version of the Adobe InDesign application. The plugins work in CS5 to CS6 and will automatically, or on command, allow you to open, say, a CC 2019 .INDD document in CS6, without the need for IDML!

File conversion with MarkzTools2 can help to keep your InDesign workflow flowing, as it should, so that you can concentrate on other graphic design, publishing or prepress activities.



MarkzTools2 (InDesign to IDML)
Now out with Adobe InDesign CC 2019 support



Markzware.com/products/markztools2

MarkzTools2

InDesign to InDesign - InDesign to IDML



Target Audience

MarkzTools2 is a must-have for InDesign users who do not use Creative Cloud. Yet, it is also useful for Creative Cloud users, due to its stand-alone ability to create IDML from an InDesign (.INDD) document.

Features and Benefits

Convert newer versioned InDesign (.indd) files into files that will open in older versions of Adobe's InDesign.

- Opens higher CS or CC files in CS5, CS5.5, or CS6
- Exports to IDML, stand-alone
- Opens higher version .INDD layouts within CS6, CS5.5, or CS5 (even CS4!)
- Preserves intellectual property (IP) investment
- Gives you freedom to choose your InDesign version
- Converts native InDesign documents
- Eliminates the need to ask clients to export to IDML
- Does not require Creative Cloud subscriptions
- Reduces time re-creating content
- Provides a way to deal with tricky .INDD files
- Helps keep InDesign files healthy



Pricing and Subscription Model

The subscription price is 99 Euro or 99 USD in North America (End User), per license/user. Dealers get a 20% discount off of this price through our Partner Portal.

MarkzTools2 is sold per license/user, as a 12-month subscription, only. You can order multi-seat licenses.

System Requirements

MarkzTools2 is Mac only. The system requirements are:

- macOS 10.6.8 or higher
- A valid license for Adobe InDesign
- An internet connection, for activation and registration
- Adobe-recommended hardware

Logos, Artwork/Marketing Materials

You can get the Markzware product logos and other marketing materials here:

<https://markzware.com/mediakit/>

MarkzTools2

InDesign to InDesign - InDesign to IDML



Customer Testimonials

Share some of these real-life customer stories to help sell MarkzTools2:

Markztools2 Reviews on the Markzware Website:
<https://markzware.com/products/markztools2/#reviews>

Here are a few testimonials:

"Given the tight deadlines, I really can't wait a day or so for a file I can use. To this end, MarkzTools2 is the perfect solution. I've thrown a number of files at it without a problem, and the conversion takes just a few seconds. The annual licence fee is very reasonable. Highly recommended."

~ Vic Lennard

5 out of 5 (!) overall
rating for Markztools2!
[read all reviews here.](#)

"I've only been using the MarkzTools2 for about a week, but in that time two clients have sent me three files that were all created in the CC version of InDesign and saving them down to CS6 could not have been easier or cleaner."
- Margaret Lengas

"I had to tell you thanks for having a great product... Your MarkzTools2 stand-alone application for conversion to IDML format did what it was supposed to do when a Jr. designer decided to upgrade to ID 2017 without checking with the IT department first. On top of that ID 2017 seems to have a crash issue when trying to save down so I was thinking we would have to eat some hours to fix these issues. You have personally saved me lots of tears and frustration."

~ John Gibson

"I've only been using the MarkzTools2 for about a week, but in that time two clients have sent me three files that were all created in the CC version of InDesign and saving them down to CS6 could not have been easier or cleaner."

~ Margaret



Continues...

MarkzTools2

InDesign to InDesign - InDesign to IDML



How to Sell

If you know someone is using an older InDesign version, then, they could use MarkzTools2 to open those files, without asking for help. Users of older InDesign versions are very good prospects for this product bundle. As a stand-alone IDML creation tool, the MarkzTools2 app is useful for all users of any InDesign version, including the latest versions.

Why InDesign to IDML?

Sometimes, InDesign files get slightly corrupt and may not even open in InDesign. Having MarkzTools2, a stand-alone InDesign to IDML creator will allow you to easily export your files. It is also extremely useful for those using lower versions of InDesign that need to open documents created in newer versions.

- Scenario 1 (Customer uses a LOWER version of InDesign, then co-worker uses)

Customer: I use CS6 (could be as low as CS5), but my customer is using CC 2019 (most recent InDesign version), is there a tool to help me open those files without bugging them to do a special export for me?

Salesperson: Yes, Markzware has a MarkzTools software bundle which will allow you to open higher versioned .INDD (InDesign) files in lower versions, such as your CS6 and even down to CS5.

Customer: Excellent, how much does it cost and can I get it quickly?

Salesperson: Yes, it costs only 99 Euro or 99 USD per year, and we can get it to you quickly, by email.

- Scenario 2 (Customer's flaky files, oddball issues vs benefit of stand-alone IDML creation)

Customer: My InDesign files keep getting corrupted and acting up. Do you have a solution for this?

Salesperson: Yes, we offer MarkzTools2, a stand-alone tool to help you export your InDesign (.INDD) files into IDML. Then, when you re-open those again, in InDesign, most corruption or issues generally will be solved.

Customer: That is great, how much does it cost?

Salesperson: It costs 99 Euro/USD per year and is very easy to use.

Customer: I will buy it right now from you, thank you!

NOTE: For seriously corrupt files, you may want to refer customers to the Markzware File Recovery Service:

<https://markzware.com/products/file-recovery-service/>



MarkzTools2

InDesign to InDesign - InDesign to IDML



Overcoming Common Objections

Following are suggestions for responding to the most common questions or sales objections regarding MarkzTools2.

Objection: How good is the MarkzTools2 IDML conversion or Export?

The conversion is perfect to excellent. Some oddly created files, or those that use specialized custom Plug-Ins, may require some touching-up.

- **Excellent to perfect**
- **Years of experience**
- **No one-click, stand-alone alternative**

Objection: I, or someone else, can Export IDML from InDesign, why do I need MarkzTools2?

If you can wait, don't mind bothering them, and can get them to do it quickly for you, then, yes, a user of a higher version of InDesign could export the file as IDML and send it to you. Then, you could open it. Or, you just use MarkzTools2 and open the file in SECONDS, compared to perhaps DAYS of waiting...

- **Small fee, compared to hourly cost of design**
- **Less chance of having re-typing errors**
- **Quick, easy and professional, based on our years of DTP converting experience**

Objection: Why no MarkzTools2 trial demo?

We have no demo versions of our conversion products, as a demo does not adequately represent the complete product and is too difficult to protect, without losing any features. We do, however, have great customer reviews and over 20 years experience in software development for the graphic arts sector. The MarkzTools2 app works, and works well, otherwise, we would not offer it. If someone needs a sample conversion, email us at sales@markzware.com

Objection: Why is it a Subscription product only?

When Adobe switched to a subscription model, so did Markzware. This made sense, to avoid confusion. Markzware offers MarkzTools2 as an affordably-priced, 12-month Subscription. This includes all updates and upgrades, with full support and maintenance.

- **InDesign is Subscription only**
- **Costs of updating for apps and OS systems**
- **Top quality service**



FlightCheck

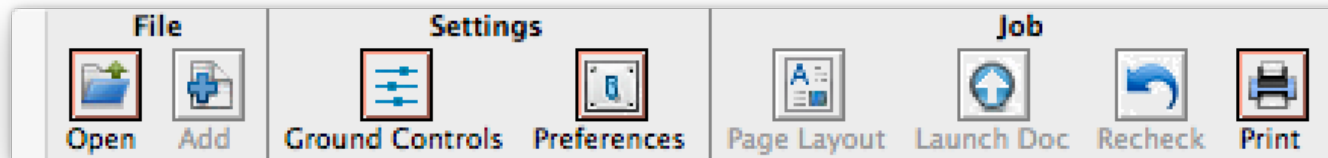
Preflight, Preview and Package

Overview Marketing Text (short)

Stand-alone preflight, preview and packaging



Markzware's FlightCheck is a graphic design prepress solution used to manage print quality control and to package print jobs for export. This stand-alone application helped to create the preflight niche, more than twenty years ago, and now provides preflight checking of both native and PDF files. FlightCheck is the essential tool for Print Shops, Creative Designers, Prepress Departments, Customer Service Reps, and Graphics Professionals, within the printing, digital print, and publishing industries. This multi-award winning tool helps you prepare PDF and other source documents for sharing or printing.



Description Text for Marketing (longer)

FlightCheck is a stand-alone macOS application that checks native and PDF files for printing quality. This is a must-have for documents destined for commercial printing. FlightCheck is the essential preflight tool for digital print, publishing and graphic design professionals. FlightCheck can collect all print elements required to package all layout parts necessary for the printer, or to archive the print job for later use.

Discover potential print problems, before you export. FlightCheck will preflight digital files, and direct you to print problems in need of repair. Markzware's FlightCheck guides you through the preflight workflow process, with an electronic checklist. The resulting preflight report details print errors, including:

- **incorrect image resolution**
- **incorrect colors**
- **transparency**
- **missing fonts**
- **spot colors**
- **and many other print concerns**

One of the key capabilities of FlightCheck is its power to preflight a wide range of file formats and image types. A partial list includes:

- **InDesign (v1.9 – CC 2019)**
- **Acrobat PDF (v3.0 – CC 2019)**
- **Photoshop (v4.0 – CC 2019)**
- **FreeHand (v7.0 – v11.x)**
- **CorelDRAW (v8.0 – v9.x)**
- **TIFF**
- **QuarkXPress (v3.1 – 2018)**
- **Illustrator (v6.0 – CC 2019)**
- **PageMaker (v4.2 – v7.x)**
- **Word (2000 – 2002)**
- **EPS**
- **and many more file types**

Continues...

FlightCheck

Preflight, Preview and Package

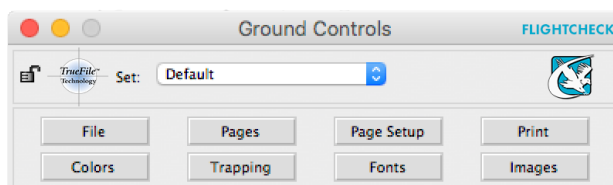


Description Text for Marketing (continued)

FlightCheck handles more than preflighting. It collects and packages required print elements, to ensure that jobs print as expected. The collected ZIP package will contain the following:

- **The original DTP file**
- **Linked Images (if reachable)**
- **Used Fonts (if reachable)**
- **Preflight Report**

FlightCheck is a great document inspection tool, for any professional Adobe Creative Suite or Creative Cloud user. It is especially handy, as it is a single application that performs a stand-alone process.



Target Audience

FlightCheck can be of potential use throughout the workflow, from the graphic design stage through the print stage. The target audience are graphic arts file users who are most concerned about quality assurance for graphic design publishing and printing. FlightCheck's audience could include everyone in that sector. In reality, the audience includes those who receive files in prepress, advertising or publishing, and also includes advertisement agencies, graphic designers, and the like, who send files out. In-house marketing departments at corporations or medium-sized companies will also be interested in this quality assurance application.

Features and Benefits

Quality assurance is something every InDesign user needs to beef up:

- **Preflights both PDF and native DTP files, like InDesign, QuarkXPress, Illustrator, Photoshop, etc.**
- **Packages and preflights multiple print jobs, in one session**
- **Preflights a wide range of file types for print**
- **Saves time and money, by eliminating job re-prints or re-work**
- **Provides vital print job information to share with customers and co-workers**
- **Is a stand-alone application**
- **Offers customizable rule sets, to check PDF and native files**
- **Supports InDesign CC 2019 & QuarkXPress 2018**
- **Supports third-party font applications**
- **Allows users to customize font & image paths**
- **Scans, reports and packages the entire print job**

FlightCheck

Preflight, Preview and Package



Demo

FlightCheck has a full-working, 14-day demo version. You can download it, share it, and refer interested parties to the demo section on Markzware's FlightCheck page at: <https://markzware.com/products/flightcheck/#demo>

Pricing and Subscription Model

FlightCheck is available as either a 12-month Subscription at 199 Euro or \$199 USD for that year period, or as a perpetual (lifetime) license at 399 Euro or \$399 in North America. The Subscription includes full maintenance and upgrades, whereas the perpetual does not include upgrades.

System Requirements

- macOS 10.6.8 or higher
- 4 GB of RAM
- 1024 x 768 or higher screen resolution
- Internet connection to Activate and Register

Logos, Artwork/Marketing Materials

You can get the Markzware product logos and other marketing materials here:

<https://markzware.com/mediakit/>



Customer Testimonials

FlightCheck has won so many awards and praise over the years, that it really has been amazing. As our flagship product, it has gathered plenty of reviews and customer tales on a variety of websites, as well as Markzware's web pages and YouTube:

Reviews on Web Page:

<https://markzware.com/products/flightcheck/#reviews>

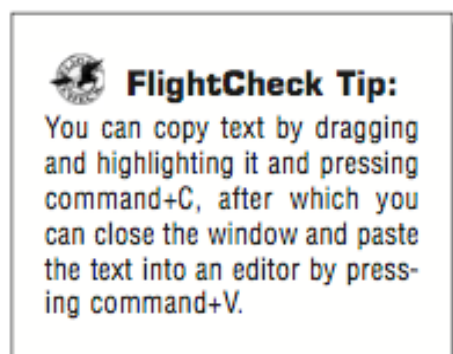
YouTube Playlist - [hvrerlink click here](#).



FlightCheck Testimonials

Please view customer testimonials of Markzware Flight

TrueFile™ Solutions



Here are a few testimonials:

"FlightCheck is an indispensable program to check all types of files before sending them to print. While some programs have built-in preflight, none surpasses the options and power of FlightCheck."

~ David Creamer

Continues...

FlightCheck

Preflight, Preview and Package



Customer Testimonials (continued)

"Preflight software such as Markzware FlightCheck Professional has really come into its element. More and more is being asked of graphic designers and prepress operatives alike, and with time being at a premium in this industry this is the sure way of ensuring we educate our learners so they are ready for the 'real' world. By using Markzware FlightCheck, it will help the students ensure their digital artwork is correct for purpose before creating a PDF or before supplying digital artwork to a printer – we are talking 'preflight' here as opposed to 'post-flight' – why make the same PDF twice?"

~ Kenneth Bailey



"As a designer, illustrator and writer, I have my hands full. And dotting my i's and crossing my t's isn't necessarily one of my strong suits. For more years than I'd care to mention, I've been using Markzware FlightCheck to make sure my output works without any glitches. For me, FlightCheck is not just another pair of eyes, it's another pair of hands."

~ Andrew Shalat

5 out of 5 (!) overall
rating for FlightCheck!
[read all reviews here.](#)



How to Sell

Do you want to deliver top-quality designs and print work? Most professionals do. FlightCheck is actually easy to sell, since quality sells. FlightCheck helps, above and beyond what can be done within InDesign, Illustrator, Photoshop, or QuarkXPress.

Why preflight?

We all have Monday mornings and Friday afternoons. Mistakes happen. On a digital screen, it is often difficult to see problems that are invisible to our naked eyes. With FlightCheck, you can set up rule sets and preflight multiple file types, to ensure they will output (export or print) correctly. It is good, old-fashioned, quality assurance for the digital age.

Continues...

FlightCheck

Preflight, Preview and Package



How to Sell (continued)

- Scenario 1 (Printer/Publisher wants to catch problems in files, before the files go to Press)

Customer: I am seeing too many print problems. Is there a tool to help me to stop or to find them?

Salesperson: Yes, Markzware has a stand-alone application for the macOS that will preflight and check PDFs and native source files, such as InDesign, Illustrator or Photoshop, helping you to find and prevent print problems.

Customer: Wow! So, I do not need InDesign or Acrobat, to check the INDD or PDF files?

Salesperson: That is correct. FlightCheck works stand-alone. It's very easy and simple to use, yet very effective in finding print problems, before they are output.

Customer: I will buy it! Then, I can also see in-depth information on the file details!

- Scenario 2 (InDesign, Illustrator, Photoshop, QuarkXPress or PDF users – Up-sell)

Salesperson: I see you are using <<application type FlightCheck supports>>. May I recommend another tool for you?

Customer: Sure. What do you have?

Salesperson: FlightCheck, which is a stand-alone application that will help you to find and to see problems on your Mac, before you export or print. Not only that, but it will also package all items used in the file and even compress it for you, so that you can archive it or to send it to the next person in the workflow. You can try a demo version, or would you like to buy it, today?

Customer: Yes, I think I have tried this, before. I'd like to buy it, please.

Salesperson: Great, you can choose, a 1-year Subscription for 199. or a lifetime perpetual version for 399. which would you like?

Customer: I'll buy the 12-month Subscription, please. So, upgrades are included, correct?

Salesperson: Yes. I will add this to your order.

FLIGHTCHECK



Your Print File Checker



Markzware.com

Overcoming Common Objections

Once again, selling quality is both fun and easy. How can anyone argue against something that will help them to stop problems? Yet, sometimes, there are still some common objections to overcome...

Objection: “I don’t need FlightCheck; I check manually with the eyeball method.”

Do you create everything only in-house, never getting artwork from outside? (If they do, that is a point to overcome.) But even if you make everything in-house, don't you ever have “Monday mornings” or “Friday afternoons?” All it takes is one small, but nasty, mistake, to lose a customer. FlightCheck is all about being there for you and assisting you. Just like quality assurance in an assembly line, you just need it. FlightCheck will see things that the human eye cannot.

Continues...

FlightCheck

Preflight, Preview and Package



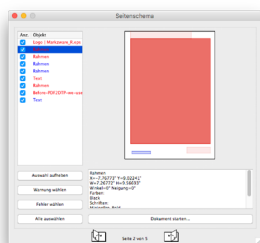
How to Sell (continued)

Objection: “Too expensive.”

What is the price of FlightCheck, in comparison with the over-all costs that could occur, due to bad print results? Generally speaking, the price is low. If you lost a client, due to a simple file issue, how much might that possibly cost? FlightCheck normally pays for itself, after only the first job!

Objection: “Too complicated.”

FlightCheck has come a long way, in its 20 years on the market. The current version (FlightCheck v9.92) has several options for viewing. If the “main screen” seems like too much detail, please look at the “Results” screen, which is the first window that appears after a preflight session is completed. This is in plain language, easy to understand, and extremely helpful. Many people use only this window, for preflighting!



You can also set up the preflight rules, with FlightCheck’s Ground Controls. You can select what the app checks for, making the quality check as strict, or as basic, as you like. Preflight rule customization is in your control, with FlightCheck.

Objection: “I use Enfocus PitStop (or another preflight solution), so I don’t need it?”

PitStop and most other PDF “postflighting” and editing tools can be somewhat helpful; however, the only file format they support is PDF. FlightCheck preflights and post-flights 45+ file formats, including PDF, EPS, and Postscript, as well as QuarkXPress, InDesign, Word, and Illustrator. The main point is to first check, then make, your PDF, as “Garbage in is garbage out.” Thus, you can better check the native file, before the PDF is created, then check the PDF, as well, to be safe.

Objection: “I use built-in InDesign preflight. Why add FlightCheck?”

Although the latest versions of InDesign and QuarkXPress have some built-in options for preflighting, there are several aspects of preflighting at which FlightCheck will still be better. For instance, InDesign does not check images linked to an Illustrator file that has been imported into InDesign; nor does InDesign check fonts used in imported images. FlightCheck will perform a far more thorough check, which includes all print-quality-related items used in that document.

More importantly, InDesign and QuarkXPress only check documents created in the same program as itself. This requires you to have on your computer all of the applications used by your clients, plus requires you to create settings in each and every one of them. FlightCheck is able to read, stand-alone, over 45 file formats, without having the file’s original application installed. This makes it easy for a file handler (sales manager, account manager, or prepress professional) to check the file, see if it will cause workflow problems, and take action, in a matter of seconds! If the goal is to determine a “go” or “no go,” on all incoming files, use FlightCheck, first!

Continues...

FlightCheck

Preflight, Preview and Package



How to Sell -

Objection: “I use built-in InDesign preflight. Why add FlightCheck?”

Although the latest versions of InDesign and QuarkXPress have some built-in options for preflighting, there are several aspects of preflighting at which FlightCheck will still be better. For instance, InDesign does not check images linked to an Illustrator file that has been imported into InDesign; nor does InDesign check fonts used in imported images. FlightCheck will perform a far more thorough check, which includes all print-quality-related items used in that document.

More importantly, InDesign and QuarkXPress only check documents created in the same program as itself. This requires you to have on your computer all of the applications used by your clients, plus requires you to create settings in each and every one of them. FlightCheck is able to read, stand-alone, over 45 file formats, without having the file's original application installed. This makes it easy for a file handler (sales manager, account manager, or prepress professional) to check the file, see if it will cause workflow problems, and take action, in a matter of seconds! If the goal is to determine a “go” or “no go,” on all incoming files, use FlightCheck, first!

“

*I receive ads in PDF from different customers. It's for a magazine and I use flightcheck to control them and send a report (or a screenshot) to the «makers» when there is a color or a resolution problem.
It's quick and easy.*

~ Mayerat

”



IDUtil

InDesign Preview and Export app

Preview InDesign layouts & more!



[ID Util](#) is a FREE standalone macOS application that allows you to view InDesign previews, styled story content, linked images, and used fonts. You can also export the previews and styled stories to standard formats. Use ID Util to ensure that files are opened in the proper version of InDesign.

Preview Adobe InDesign, IDML, and InCopy files, without the need to have Adobe software installed on your system. Export those previews as PNG, JPG or PDF files. Share the exported previews with customers or colleagues who may not have InDesign.

Zoom in, to view the page at more detail. Or zoom out, to view thumbnail views of a multiple-page document. View the page print size, as well as the file version (e.g., InDesign CC 2019).

View document previews from any Finder window, with the push of the spacebar. Get access to the story content of an InDesign file (CS2 through CC 2019). Export the styled stories as RTF, TXT, or HTML, or select and copy, right from the preview window. This comes in handy, when you may no longer have InDesign installed on your system, or when you receive InDesign files from others, while you do not have access to InDesign.

ID Util offers some minor preflight details like [FlightCheck](#), which is also handy. Get ID Util for FREE on the [Apple App Store](#) today!



ID2Q

InDesign to QuarkXPress converter

InDesign to QuarkXPress

ID2Q (Adobe InDesign to QuarkXPress) is an XTension for QuarkXPress which provides users a quick and easy way to migrate their Adobe InDesign layout into a new QuarkXPress document. The conversion is enabled by selecting Convert InDesign Document within the QuarkXPress Utilities menu.



Intricate details of the content within the InDesign document are instantly re-created within QuarkXPress. Items converted from InDesign include: page positioning, color models, fonts and styles, images, and text attributes as well as tables, layers, blends, runarounds, linked text boxes & anchored boxes, pantone colors and other color models.

PRICE (end user): 199 Euro/199 USD - dealers can purchase via the standard methods mentioned here.

How to Buy

And how to sell conclusion

How to Sell - CONCLUSION

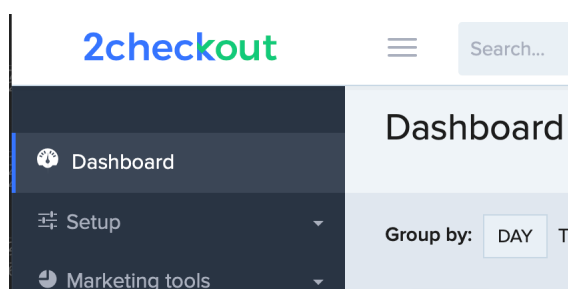
Markzware has an exciting and very useful line of products for InDesign, QuarkXPress, Illustrator, Photoshop and PDF users. Virtually anyone in graphic arts is a potential user. We see daily purchases from freelance graphic designers to layout designers at advertising agencies, from large publishing houses to self-publishing authors, and from commercial printing operations and print-shops to digital copy shops and small printers of all sorts.



You can rest assured that, when recommending solutions by Markzware, which has over twenty years in the business, you're representing top-quality software that has been on the market since the dawn of DTP! We are confident that you will enjoy marketing and selling the Markzware products. Following are practical areas regarding how to purchase, once you've made a sale.

How to Buy

In North America and Germany, we work with Distributors from whom you, as a reseller, can purchase. Distributors, Lifeboat and ComLine, are mentioned below.



All other dealers can buy directly from Markzware, via our Partner Portal, on the 2CheckOut eCom-merce site. Get excellent discounts and fast delivery. Below are the full details.

Europe, Middle East, Russia, Africa - Dealer Direct

In most countries, dealers, resellers, and approved consultants can sign up for our Partner Portal and get a 20% discount, to resell to your customers. It's fast, easy, and offers many ways for you to make payments. Below are the full details.

Buy Direct via 2CheckOut (Partner portal for Markzware)

To sign up, fill in the form at: [LINK](#)

Once you have completed the form, drop us an email to request approval and a 20% discount. This discount is for "New Acquisitions", "Renewals", or even "Direct Renewals" that may be entered after the Subscription has expired. Either way, you will profit. So, if you get a "New Acquisitions" (a new order for one of our products), you will also get a commission, if they renew that same License, again, in the future.

Continues...

How to Buy

How to buy as a reseller...

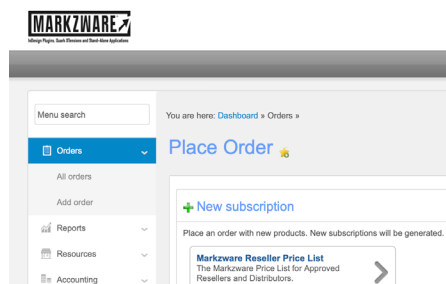
How to Buy - (continued) Partner Portal...

Now, let's go over how to place an order on the 2CheckOut Partner Portal for Markzware:



How to log-in

Now that you have your Username and Password, which you can also set-up for multiple individuals at your company, you can log in, via the Markzware Partner Portal, on 2CheckOut (formerly AVANGATE) at: <https://secure.avangate.com/partners/>

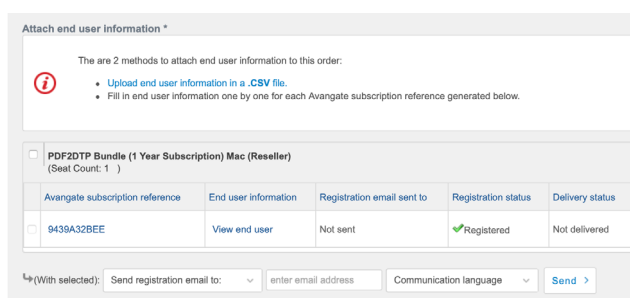


How to order

Once logged-in, you can place your orders for customers. It is important to note the difference between Quantity and seats. A License can have multiple users or seats. So, if you need a 5-user License, you would order Quantity = 1 and Seats = 5. If you ordered a quantity of 5, then you would get 5 License ID's and 5 unique download URLs! That would be messy, for your customer. See the section below on how our Licensing works. (Basically, the License ID is built into the download/installer.)

I recommend watching the upcoming VIDEO TUTORIAL (COMING SOON) on how the Markzware Partner Portal works. NOTE: Once an order is entered, which is pretty straight forward, you need to:

1) Assign the License (scroll down) with the End User details (Name, Company, City, Country and Email Address). This is REQUIRED and is how the License will be registered and emailed/delivered to your client.



Avangate subscription reference	End user information	Registration email sent to	Registration status	Delivery status
9439A32BEE	View end user	Not sent	Registered	Not delivered

2) Make Payment.

Once those two steps are done, then your order will be released, automatically. It is fast and easy! Emails based on the order will be sent right to the end customer and copied to you, as well. NOTE: If you do not want the customer to get emails from the system, we can arrange for the emails to be sent directly to you. Let us know.

AVANGATE/2Checkout:
De Cuserstraat 93, 2nd floor,
207-208 office,
1081 CN Amsterdam
The Netherlands
VAT ID: NL 815605468B01

Continues...

How to Buy

How to buy as a reseller...

PURCHASES for DEALERS in NORTH AMERICA and GERMANY

Now, let's go over how to place an order on the 2CheckOut Partner Portal for Markzware:



North America - via LifeBoat

USA-based resellers, dealers, and consultants can purchase, at a discount, from LifeBoat:

Lifeboat Distribution
4 Industrial Way West, 3rd Floor
Eatontown, NJ 07724
USA
www.lifeboatdistribution.com
Phone: 1-800-847-7078
Email: sales@lifeboatdistribution.com

Germany - via ComLine GmbH

ComLine GmbH is the master distributor for Germany and Austria. In Switzerland, we have Kursiv. Resellers can purchase from them with a dealer discount. ComLine can also sell to other dealers in Europe.

ComLine GmbH
Lise-Meitner-Str. 16
24941 Flensburg, Germany
www.ComLine-Shop.de
Telefon: +49 461 77 303 300
E-Mail: info@comline-shop.de



Sales Support Team (USA/Europe)

We have offices in both America and Europe, to help give our customers fast, worldwide support. Below are the typical contact methods.

Technical Support

Please fill in the Trouble Ticket on our website:
<https://markzware.com/support/ticket/>

Marketing and Sales Support

You can communicate with your direct contacts in North America or Europe, who handle EU, ME, Africa, Russia and India via

Markzware North America:

Mark Singelyn
sales@markzware.com

Markzware Europe (EUMEA, RU, India, etc):

David Dilling
sales@markzware.nl

Continues...

NFRs & Support

How to buy as a reseller...

NFR (Not For Resale) Versions for Dealers

As approved resellers, you can get NFR (Not For Resale) versions of our products, to demonstrate to potential customers in person. These are not to be used, in any shape or form, for commercial use. Complete, print, and sign the form, then, scan and email it to sales@markzware.com and we will get you the NFRs that you need. This NFR request form can be downloaded from: <https://markzware.com/mediakit/NFR-Agreement.pdf>



We also ask that you limit any demo conversions to 1-3 pages. That gives clients an idea of how well it works, without doing the work of the entire job for them!

Letter of Agreement – Reseller, Manufactured Products

Page 1 of 1

Not for resale (NFR) copies. The developer (Markzware) shall supply the reseller one copy of each product requested for the reseller's exclusive use. This will remain the property of the developer and it must not be sold, resold, or given away, and must be returned to the developer upon termination of this agreement. The developer may, from time-to-time, supply additional not for resale copies, which the reseller must dispose of only by means agreed with the developer. In no case may NFR copies, whether or not used for their original purpose, be sold or given to any unauthorized party. NFR software is intended for evaluation purposes only and not for profit/non-profit services for resellers.

This agreement supersedes all previous NFR agreements between the developer and the reseller.

Support

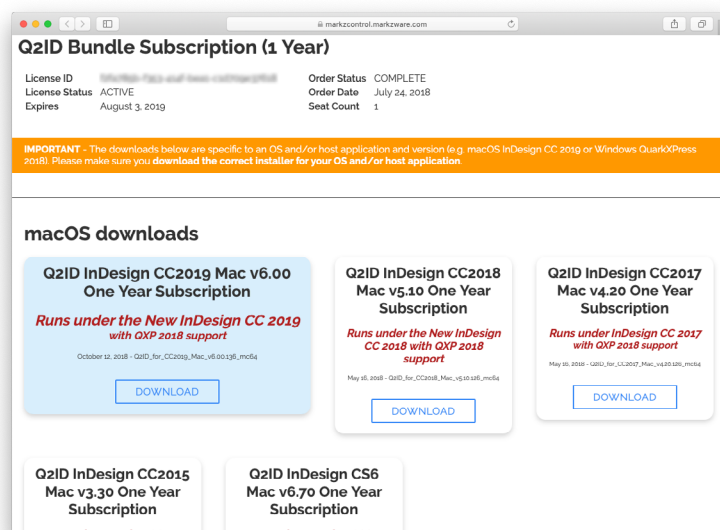
Technical Support is included with all 12-month Subscriptions. Below is information on how to Activate Markzware products, for your technical staff. Most of the time, referring them to our product manuals will suffice. We also include FAQs below, which can help you, as you assist your clients with the basics. For all other technical matters, have them fill in the support form as completely as possible:

Customers with problems need to submit full details of the issue, along with their License ID, Operating System, and exact version of the host application (such as InDesign), via the form at: <https://markzware.com/support/ticket/>

Product Activation

Markzware has an in-house Software Licensing system, which is based on industry standard protocols and requires an Internet connection, for our software tools to be Activated. It is simple and easy. If a problem occurs, refer your client to our Support Form. See the following "FAQs" section, to learn how to handle the most common activation issues.

Continues...



FAQ's

Frequently Asked Questions

FAQs - Frequently Asked Questions

Here are a few of the most common Frequently Asked Questions, to assist you in helping your customers. Of course, always feel free to contact us, if you have any questions about a Markzware product. Most of the time, the installation is flawless.



My product will not Activate

You must have an active Internet connection, without using a firewall or a web proxy. In some cases, it may work when you are behind a firewall or accessing the Internet via a web proxy, but, in other cases, it will result in a non-activated product. (Note: Your product will work for a period of time without activation.)

We use the industry-standard, web-browsing protocol and port (HTTP/HTTPS on port 80/443), to communicate with the licensing server. If you can reach this test link, then there is a good chance that you will be able to activate the product:

<http://markzcontrol.markzware.com/help/test.html>

Adjust your Firewall to allow our server to access:

When connecting to our server, the product connects via ports 80 and 443

- Server = Your server's IP address
- Port = Example of a Port #: 8080
- Login = Name you use to log in to your proxy server
- Password = Password you use to log in to your proxy server

Work-Arounds to get Activated:

- Connect directly to your Internet modem, right where it comes into your office or home. (This has proven a successful work-around to deal with routers using firewalls, in many cases)
- Create an Internet connection via your mobile phone and share that with the computer where the main app (InDesign or QuarkXPress) is.

Continues...

Marketing

Marketing is the key!



FAQs - continued...

I am receiving a “can’t be opened because it is from an unidentified developer” message

Try opening the software again, but this time, right click on the software, while pressing “ctrl”. Select “Open” from the contextual menu. If that does not work for you, or if you would like to make a permanent change in the System Settings, follow the instructions in the Security Settings PDF.

I need to update or reinstall. How can I download my product?

You can always download the latest version of the product from the License page, using the License Link supplied to you at the time of purchase. The License Link will look something like:

https://markzcontrol.markzware.com/license/?-xxxxxxxxx_xxxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx

On your unique and personal download URL is the ONLY place to get the installers.

Marketing

It is easy to sell Markzware products, and some basic marketing on your part can make it even easier. Be sure to list our products on your Web site. When you mention our products on your Social Media sites, include graphics and informative videos about the products, in your posts. Also, feel free to advertise in industry journals and sites, as well. It all helps you to sell.

Do you have:

- a product catalog? Add Markzware products to it.
- an email newsletter? Mention Markzware in it.
- a special offer to make? Let us know! We can offer incentives to those with good ideas!

Here are some elements, to further help you:

Artwork

Download link:

<https://markzware.com/mediakit/>

<https://markzware.com/mediakit/mediakit.zip>

- * Company Logo
- * Product Logos
- * Product Banners

Index of /mediakit

Name	Last modified	Size	Description
 Parent Directory		-	
 ARCHIVE/	2019-03-06 13:48	-	
 BoxShots/	2019-02-28 12:11	-	
 Brochures/	2019-02-28 12:11	-	
 Logos/	2019-02-28 12:11	-	
 NFR-Agreement.pdf	2019-02-28 12:11	85K	
 Product-Catalog.pdf	2019-02-28 12:11	3.4M	
 mediakit.zip	2019-03-01 12:56	8.5M	
 mediakit_v1.0.1.zip	2019-03-01 12:56	8.5M	

Marketing

Marketing is the key!

Marketing - continued...

Webpage

Send us the link for your web page that lists Markzware products, so that we can share it. You can use the above artwork or can get creative yourself. Also check out Markzware.com for more ideas. At the start of this Sales Guide, there are various short and longer examples of text that you can use to describe the product. If you translate into your local language, we certainly would love to know about and to share the translated versions!



Social Media

Sharing on Social Media has proven very effective. Markzware and its products are on several Social Media sites, including:



- [FACEBOOK](#) (main)
- [FACEBOOK](#) (PDF2DTP)
- [FACEBOOK](#) (ID UTIL)
- [FACEBOOK](#) (group)
- [FACEBOOK](#) (FlightCheck)
- [FACEBOOK](#) (Markztools2)
- [FACEBOOK](#) (Q2ID)
- [FACEBOOK](#) (ID2Q)



- [Instagram](#) - Markzware



- [LinkedIn](#) - Markzware Company Page
- [LinkedIn](#) - Markzware Group



- [Pinterest](#) - Markzware



- [Twitter](#) - Markzware
- [Twitter](#) - (NL)
- [Twitter](#) (DE)
- [Twitter](#) (PL)
- [Twitter](#) (FR)



- [YouTube](#) - MarkzwareTV



If you do share on social media, feel free to tag Markzware and its products.

Let's get the dialogue going! If you have an idea for a Social Media Special on which we could collaborate, please contact us.

Continues...

Marketing

Marketing is the key!

Marketing - continued...

Video

Videos are a great way to show how our products work. We have many tutorials up on Markzware's YouTube channel, as well as various Product Playlists to help you and your customers. We may also be able to work together more closely on videos! If you make a video about Markzware products, we could help to further distribute the video!



Dealer Videos on Markzware Products

CO-OP DEAL: We can offer special placement of one dealer video from each country or language region.

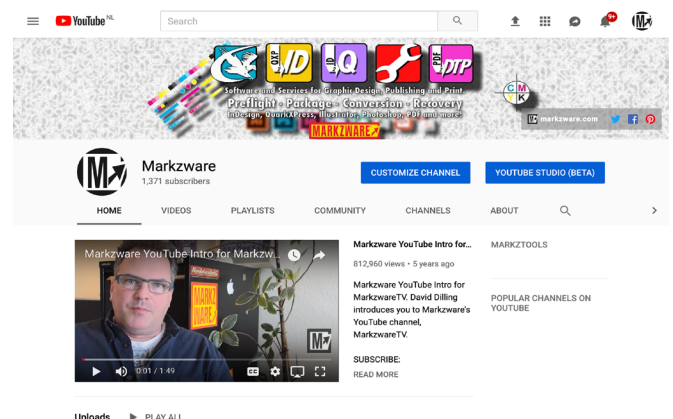
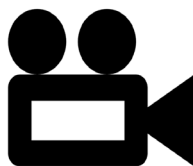
Make a video that focuses on providing an overview of two or three Markzware products. You can add contact info and stylize it for your company, if you like.

Upload the video, keywords, and a localized description in your language, to david@markzware.nl via WeTransfer.

Dealer Videos on Markzware Products

We need video reviews in various languages and from various countries.

Perhaps a reseller can help, while being able to plug their company, too! (See the Marketing section above.) Encourage users to leave a testimonial or to do a video interview on their usage of Markzware products.



Feedback

Many Markzware product features and functions have been inspired by customer or reseller feedback. You can help, by notifying us of questions and of what potential customers say or want.

In general, let us know how we can help you with Markzware products. Contact us, if we can assist you, so that you can better help your Markzware product customers.

#ENDS

Resources

Resources to help you sell

Resources

Here are some important links and resources in addition to what you have already seen in this guide.

Product Documentation

- [Products Version Support List](#)
- [Q2ID Conversion Notes](#)
- [FlightCheck Installation, Activation, Registration, Overview](#)
- [FlightCheck Help Manual](#)
- [MarkzTools2 Manual](#) (stand-alone application)
- [MarkzTools Manual](#) (plugins)
- [PDF2DTP for InDesign Perpetual Manual](#)
- [PDF2DTP for InDesign Subscription Manual](#)
- [PDF2DTP Characters Editor Manual](#) (for OCR type options)
- [Q2ID Subscription Manual](#)
- [Q2ID Perpetual Manual](#)

Retrieve Lost License and FAQ's

<https://markzware.com/support/faq/#LostLicense>

Archived Product Installers

These are for OLD products only. The modern products and License ID's linked to the download and installer. Your users can get the latest version by visiting the unique download URL they received. BUT, for some customers asking for very old installers for very old Markzware products, they can find many of them here:

<https://markzware.com/support/archived-product-installers/>

Feedback

Many Markzware product features and functions have been inspired by customer or re-seller feedback. You can help, by notifying us of questions and of what potential customers say or want.

In general, let us know how we can help you with Markzware products. Contact us, if we can assist you, so that you can better help your Markzware product customers.



#ENDS

Closing

About Markzware

About

Markzware is a software developer in the graphic design, publishing and print industry sectors. Specialising in the ability to read and write complex DTP (Desktop Publishing) file formats, the firm often does the impossible. The companies products include FlightCheck, Q2ID, PDF2DTP, and MarkzTools2 to name a few. Markzware became a sole-proprietorship in 1992 and incorporated in California in 1995.

Markzware was issued patent #5,963,641 - A device and method for examining, verifying, correcting and approving electronic documents prior to printing, transmission or recording (preflight for print). Essentially, Markzware helped to create the digital prepress industry and is still a leader in that field today. Markzware develops:

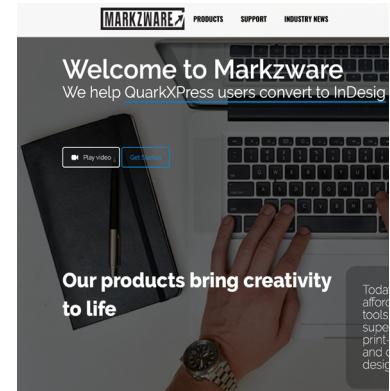
DTP Conversion Tools. Q2ID (converts QuarkXPress to Adobe InDesign), ID2Q (converts Adobe InDesign to QuarkXPress), PDF2DTP (converts multi-page PDFs to InDesign)

Quality Control Tools. FlightCheck is the preflight tool for the graphic arts, printing and publishing industries. FlightCheck will check verifies all standard PDF/X output settings. Items inspected include document size, fonts, colors, images etc., all these and other elements of the job are 'collected' and 'packaged'. Creators, printers and publishers of PDF files and those that use Adobe, Microsoft, Quark, Corel products will find that FlightCheck ensures supreme quality control before printing. Also, check out our popular freebie for InDesign users, ID Util!

Prepress Services. We have services to convert files online for you. Also, we can fix bad or corrupted InDesign and QuarkXPress files. We even have fixed non-opening Illustrator and PDF jobs for customers.

Our target audiences include: graphic designers, publishers, printers, advertising agencies, marketing departments and users of Adobe InDesign, QuarkXPress, and Microsoft Publisher for both the Macintosh and Windows platforms.

Specialties. Convert Quark To InDesign, Convert InDesign to Quark, Convert Publisher to InDesign, Preflight for Print, FlightCheck, PDF to InDesign, Fix corrupt InDesign or Quark files, prepress, graphic design, Corrupt InDesign files, File Recovery, and graphics software



Vist Markzware.com today for more info.

“Just had Markzware convert an old Quark doc to InDesign... it was only a one-off so I let them do it for me, an amazingly fast service! had my file back within an hour or so. Apart from having to replace some images everything else was pretty much perfect. Great stuff. Go Markzware!”

~ David Williams ([FaceBook review](#))

“Excellent Service, their DTP File Recovery Service saved me dozens of hours of believed to be lost work.”

~ René Schuster ([FaceBook review](#))



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